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FEB 17 1926

THE Dublishers' Weekly.

The American BOOK TRADE JOURNAL

VOL. CIX

NEW YORK, FEBRUARY 13, 1926

No. 7

TO BE PUBLISHED FEBRUARY 27th

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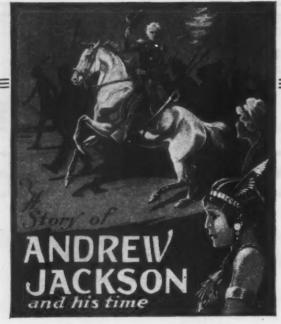
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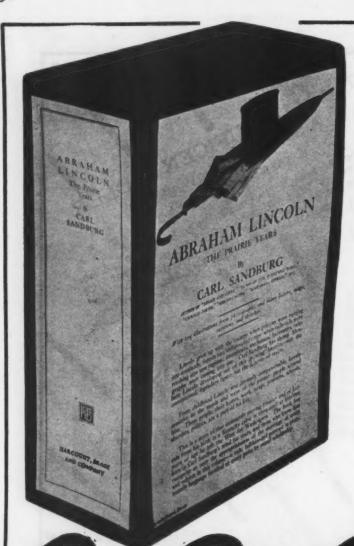
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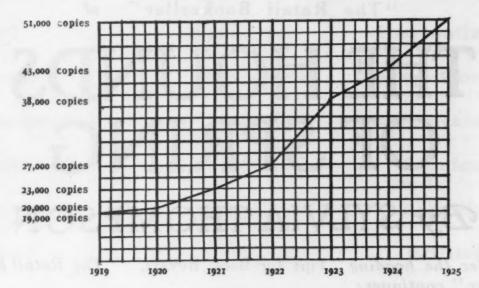
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THE AMERICAN BOOKTRADE JOURNAL

New York, February 13, 1926

The Spirit of Service

A Bookseller Tries to Define the Fair and Reasonable Middle Ground

James Lackington

ROBABLY few words outside the common verbs and conjunctions are more commonly used and perhaps abused than is this word service. Yet, despite the fact that it is so much talked about, the thing itself does not exist to a superabundant extent. The question of what degree of service can be rendered consistently with profitable operation is one that faces every man or woman who directs a business enterprise. One writer urges us to render the service and promises that the profit will take care of itself. This gives us pause. Will the profit take care of itself? To what extent can booksellers put this theory into practice? Is the public sufficiently appreciative so that the bookseller who rendered exceptional service will find a flood of golden dollars coming to his door to relieve his mind of the worries usually incident to the financial end of his business? In what would such exceptional service consist? For example, as a matter of service ought we to carry in stock certain books that sell so slowly that we do not get sufficient turnover on them, books which the public seems to think we should provide for inspection? As a matter of service are we obligated to special order books on which publishers grant an inadequate or no discount? In such cases are we justified in adding to the price a normal charge for service rendered? If we adopt the service theory, should we feel compelled to send a special messenger several miles with a seventy-five cent book,

making no extra charge for the delivery? If we can fully recommend only books that we feel are properly suited to the demands of the customer what disposition shall we make of those books which display alarming symptoms of becoming plugs? Does the service theory urge us to a post of censorship over public reading? All these are questions that every bookseller will ask himself sooner or later and upon the wisdom of his answer a great deal will depend: not merely his mental answer; but the answer which develops in the conduct of his business, for from this will the character of his store be determined-not alone as a profitable business venture but as a community serving institution.

Emerson's statement that the world will wear a path to the doorway of the man who makes a better mouse-trap than anyone else is often quoted to prove that solid merit invariably wins out. However, the chances are that if the maker of an inferior mouse-trap puts on a national advertising campaign he would easily distance the more skilful competitor who did his manufacturing in the woods. We know that in literature, far from seeking the best the public often goes off on a mad craze for some production of scant and passing value. The bookseller's appointed task of putting good books into the hands of discerning readers is no easy one, and the merchandising instinct readily leads him to put his strongest pressure behind books that offer opportunity of becoming popular favorites. The bookseller who disdains to sell or feature any book that he considers unworthy is likely to be regarded as "eccentric" tho this reputation may in itself become an asset. That booksellers do not generally influence the selection of books as strongly as they might is indicated by the fact that outstanding best sellers are usually pretty much the same thruout the country.

A fair and reasonable middle-ground can be taken in this matter of service. A bookseller does not need to forget all about having a book-keeping department, ignore all relation between cost and selling, take care of his customers requirements without any regard to whether the transaction is profitable and trust that some mysterious but immutable law of compensation will insure his being rewarded. On the other hand, the bookseller does not need to handle his product as tho it were so much butter and cheese, assert that he views even the greatest works of genius as mere "merchandise," give all his attention to terms and discounts and strong-arm his selling staff into working off slow sellers without regard to the needs of his patrons. Such a method may be termed coldly business-like but it will inevitably defeat its own ends.

The bookseller can adopt the spirit of service. He can create in himself the desire to meet his customers' needs; he can foster the inclination to read by judicious recommendation; he can strive to give worthy books a fair chance-or better. But he will also recognize that he cannot himself remain in business to render this exceptional grade of service unless he also pays reasonable attention to the matter of profit. It is important to recognize that service and sacrifice are not synonymous. Most patrons are reasonable and if satisfied with the service rendered will not begrudge a fair profit on the transaction. Special orders for books which involve opening a new account, books advertised for or otherwise secured with some difficulty should not be handled without profit. Service should be given but there is no reason why it ought not to be paid for.

Wherein lies the principal service the bookseller can render? The chiefest and

best thing he can give is himself; after that the personnel of his salesforce, for the personal element enters into the service question more largely than any other one thing. Much has been said and written about "training the salesforce" and this is highly important but the training should begin at the top. In order to render fine service the bookseller must keep his own personal equipment up-to-date. After that he should deal with those under him, and the proper equipment includes so much. Willingness for service is an excellent quality but it is not alone sufficient. Intelligence. initiative, courtesy, love of reading, tact and other qualities are also essential. Because we so seldom find them all in one person, the ideal salesman is rare. bookseller's task is to raise the standard in those points which are deficient. A staff willing and able to serve will in large part solve the service question.

There is a real and vital danger that treating this whole question may end in a vast amount of discussion and theorizing while essential routine details are overlooked. For the rendering of service does not consist of high-flown phrases but of steady and often monotonous care of small matters. The prompt sending of all orders, prompt and thoro report where books are delayed or out of print, immediate and not next-week reply to inquiries by mail, adequate follow-up of orders sent to publishers, all these are highly unromantic matters and cannot be orated about but are the warp and woof of service and many a man can deceive himself by dreams of theoretical thought for the welfare of the other fellow while the orders and correspondence which clamor for attention pile up on his Faithful performance of routine desk. duties means more than all the service philosophy given us by the banquet speakers at the Convention.

The bookseller will achieve a higher degree of self respect insofar as he can maintain a consciousness of the spirit of service lived up to in dull routine but he will not allow this to lead him away from the practice of good business methods that lead to financial security. Then he will reap the reward of knowing that his business success has been won in connection with genuine usefulness in the world.

Book Notes Including the Scandinavian

B. W. Huebsch

LL Sweden is buying books on the installment plan, and it is a common thing for retailers to maintain a corps of agents to sell in city and country. One retailer is said to have as many as 200 agents on the road. The sale of subscription sets is almost invariably in half-leather, and the quality of binding is higher than that in the "set" business as we know it. Naturally the country dealers are in opposition to the new tendency, for it deprives them of business which they regard as legitimately theirs, but they are not in a position to extend the credit which the system demands. Altho sales on time payments are generally of sets, some dealers will sell a work that costs as little as 50 kroner (\$13.50) on monthly payments of five kroner. The percentage of loss is smaller than on their regular credit accounts. It is an honest

The retail trade in general resents the new efforts which publishers are making to put new works on the market thru their own force of salesmen who sell direct to the reader, also on the installment plan. Of course the publishers employ this system only for sets of considerable size. They allow a trade discount, however, so that the dealer is not excluded from the possibility of sharing in their success. A notable publication that falls under this classification is the new, condensed encyclopaedia which the Bonniers are publishing in about a dozen volumes. An idea of the capacity of this land to absorb books may be had from the fact that the first printing of this work consists of 65,000 copies! In other words, one person in about every nine in Sweden has obligated himself to buy a good-sized encyclopaedia—and books are not cheap there.

The high point in book production for sale by subscription in Scandinavia has been touched by the century-old firm of P. A.

Norstedt & Söner of Stockholm. most recent catalog devoted solely to this department of their activities describes about 25 sets, each of which is to be had in a variety of bindings. The titles range in price up to 500 kroner (about \$135). and the installments average \$2.70 per month. The books may be bought for cash or on installments from the retail trade as well as from the publishers. The literature represented in these sets is not prepared for exploitation to an inferior market but consists of the best modern works on the Norstedt list than which none in Sweden is better in quality. This firm not only prints and binds all of its books but it does an extensive business in those branches for others. Its plant is great and modern; the press-room includes self-feeding and automatic presses, America being represented by Miehles. The subscriptionbook catalog is a model of typography, presswork and binding; the illustrations are not only beautiful specimens of four-color printing but the arrangement of the sets is calculated to whet a buyer's appetite for possession. Each picture is a suggestion of how the books may be displayed to advantage in the home. One set is disclosed against appropriate drapery, in another a vase or statuette adds to the effect; here there is a ship-model, there a candlestick, elsewhere a rare beaker. All gives evidence of refined taste and sound psychology.

There are no wholesale booksellers in Sweden; the Stockholm dealers get their wants direct from the publishers, most of whom are established in that city, and the country trade employs the clearing-house method so long and warmly advocated for the United States by Mr. Eisele and his co-workers. It works so simply and so well that none would think of substituting any other delivery system. The country bookseller sends his orders daily to the cen-

tral office in Stockholm, the publishers' runners pick them up at a certain hour, the books are soon thereafter delivered to the central office, with bill, and there they are properly assembled and shipped in a

single parcel or case.

The practice of selling to the trade on sale or return prevails generally, but the dealer may purchase outright at a somewhat larger discount. Once a year unsold books are returned, but publishers may call them in sooner if they so desire. It is well known that the system has merits and disadvantages. In its favor it may be said that there is no great strain on the retailer's resources, that an adequate distribution is assured to the publisher and that the consumer is reasonably certain of finding what he wants (in recent books) at every good shop.

It may be asked, "How can the Swedish publishers afford to give one year's credit, and what assurance have they that their bills will be met when due?" one thing, the indiscriminate establishing of bookshops is impossible. If a town or locality is being well served by an existing shop and if there is no indication that another is needed the publishers will withhold credit from a newcomer. Virtually they license shops. The system insures a clear field for the incumbent as long as he proves worthy of the monopoly. similar system, but State-controlled, exists

As to payments, a dealer has the privilege of anticipating the due date at a liberal rate of interest. Then there is a sort of insurance company controlled jointly by publishers and booksellers; the latter are admitted upon giving adequate proof of responsibility and upon payment of a stipulated premium, and if they fail to pay their bills when due the company settles

with the publishers.

for pharmacies.)

In Denmark as well as in Norway, the publishers and retailers are organized in a single association, but in Sweden the two branches have separate societies. friction as exists between them is due to the retailers' rebellion against the publishers' increasing tendency to sell direct to the public. There is cooperation, however, and one of its most interesting manifestations is the holiday catalog which the publishers issue collectively, with the respective dealers' names on the simple but attractive cover. There is some talk that it may be discontinued, but in that case the retailers themselves may print such a catalog. Certainly it must be a joy for the prospective purchaser of Christmas books to find everything that is to be had. briefly and neatly presented by subject classification in an alphabetically arranged

pamphlet.

Stockholm has four or five first-class bookshops, one being in a great department store. One shop also has a picture gallery whose sales probably run into large sums. There is another class of shops, smaller in size and on less important streets, where rare, second-hand and new books are to be had, and there is a third order, quite numerous, of small shops in which books are a side-line, next to tobacco, newspapers and magazines. The publishers of magazines seem to study American methods and know well how to adapt them to the Scandinavian taste. Most of them are well printed and attractively illustrated. A new experiment is an all-fiction monthly, many of the stories being translations of the stories of popular English and American writers.

Best sellers, in the quantities known to Americans, do not exist for the Scandinavian. Publishers can produce and distribute books in editions of from 2000 to 3000 and at least cover their cost if not make a profit. The most successful work of fiction of the past season was the new Selma Lagerlöf book; it sold 24,000 copies. The nearest competitor in the field sold

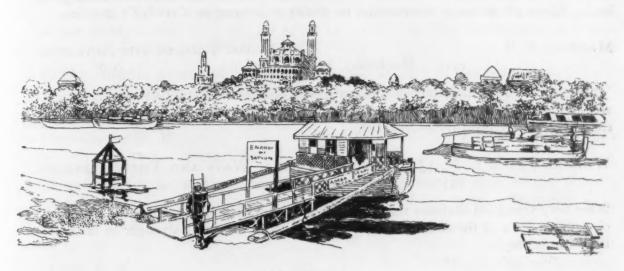
The principle of education for the vocation continues to hold its ground. For a number of years there has been a summer course in bookselling, conducted in Stockholm. In 1924 it was held in Gothenburg, the second city of Sweden in size and importance. The work extended over three months and absorbed all of the students' time in that study, and the preparation of papers were required. Some booksellers are a trifle pessimistic about encouraging new people to enter a trade which they believe to be already fairly well filled. But that thought seems to prevail in all trades and in all countries.

A Trip Around the World

A Selected Bibliography

Ruth Bird

PART VI



The Riviera

DEVOLUY, PIERRE. "FRENCH RIVIERA; BY PIERRE DEVOLUY AND PIERRE BOREL."
1924. Medici Society, \$2.50.

A super guidebook, unusually well illustrated. Books by this society are fine in makeup and text. In the same general region is a guidebook by Gabriel Faure, Italian lakes, which he writes as a poet and artist, but also gives the reader much helpful and practical advice.

GIBBONS, H. A.

"RIVIERA TOWNS."

1920. McBride, \$4.50.

Takes up the whole Riviera, with chapters of particular use that treat of Nice and Monte Carlo, showing their cosmopolitanism and charm.

GOSTLING, MRS. F. M. (P.)

"LURE OF THE RIVIERA."

1924. McBride, \$2.

Detached fragments, impressions of quaint out-of-the-way places told in a colorful unpretentious way.

SMITH, ADOLPHE.

"MONACO AND MONTE CARLO."

1912. Lippincott, \$4.50.

Attempts to dispel some current beliefs about Monte Carlo. Tells about Monaco as a principality and its institutions. Colored illustrations by C. M. Pearce are unusually beautiful.

WALTERS, H. L.

"FRENCH AND ITALIAN RIVIERAS."

1924. Houghton, \$2.50.

Small concise guidebook of the Riviera for tourists. Illustrations and maps.

Paris

HENDERSON, H. W.

"LOITERER IN PARIS."

1921. Doran, \$5.

"Glimpses of cathedrals, tombs, and paintings with snatches of history connected with them. Similar to other of the 'Loiterer' series."—Booklist.

LAUGHLIN, C. E.

"So You're Going to Paris!"

1924. Houghton, \$3.

Easy to read and carry. Much more interesting and informal than the usual guidebook. Gives all necessary information on places of interest in a readable manner.

MAURICE, A. B.

"PARIS OF THE NOVELISTS."

1919. Doubleday, \$2.50.

"A wealth of bookish memories and anecdotes and a re-creating of vanished figures and environments, imparted with scholarly leisureliness, sense of humor, and intimate knowledge and sympathy."—Booklist.

WHARTON, MRS. E. N. (J.) "French Ways and Their Meaning." 1919. Appleton, \$2.

Some very trenchant sketches that show insight into French character and the tendencies and customs of the country. Would be useful in helping a stranger to understand the French people.

London

BELL, W. G.

"More About Unknown London."

1921. Lane, \$2.

Writes of the quiet corners of London, rather than the more noted, more visited spots. Style is interesting but unexciting.

BELL, W. G.

"UNKNOWN LONDON."

1922. Lane, \$2.

Describes some of the lesser known points of interest in London. Useful to travelers having some time to browse, but not so useful to the hurried tourist.

Belloc, J. H. P.

"RIVER OF LONDON."

1912. Leroy Philips, \$1.50.

Beautifully written description of the Thames in its relation to London. Artistic color illustrations, reproduced from oil paintings by John Muirhead.

BURKE, THOMAS.

"LONDON SPY."

1922. Doran, \$2.

"The lure and joy of London streets and of London mornings and afternoons as crowded with happy hazards as Piccadilly circus at seven o'clock in the evening."—

Booklist.

EDWARDS, G. W.

1922. Penn Pub. Co., \$7.50.

"LONDON."

The whole book with unusually fine illustrations by the author carries out the spirit of London. Delightful reading and a beautiful book to know for the history and color and appreciation of the city.

GEORGE, W. L.

"LONDON MOSAIC."

1921. Stokes, \$3.

"Descriptive sketches by one who calls himself 'Not a student, but a lover of London' and who leaves out museums and statues and famous buildings and other guidebook features. Touches on social problems in two chapters. . . ."

-Wisconsin Library Bulletin.

HALE, MRS. L. (C).

"AN AMERICAN'S LONDON."

1920. Harper, \$3.

Bright, intimate account of an American actress' sojourn in London told with humor and an appreciation for the differences in living found abroad.

HENDERSON, H. W.

"LOITERER IN LONDON."

1924. Doran, \$5.

Of particular value to the tourist because of descriptions of most of the places of interest in London, with copious illustrations and a useful index. Somewhat like a guidebook in general style.

LUCAS, E. V.

"WANDERER IN LONDON."

1918. Macmillan, \$2.

"Loiterings among old and new scenes, and specially picture galleries. Presupposes knowledge of history, literature and art and is always entertaining."

-Rathbone Viewpoints of Travel.

LUCAS, E. V.

"More Wanderings in London."

1916. Doran, \$2.50.

Sequel to the first and contains material not in the above.

MILTON, ARTHUR.

"LONDON IN SEVEN DAYS."

1923. New York, McBride, \$1.50.

"A guide for the traveler in a hurry. Gives carefully planned itineraries covering all the most interesting places in London."—U. S. Catalog Supplement, 1921-24.

STAPLETON, ALAN.

"LONDON ALLEYS, BYWAYS AND COURTS."

1924. Dodd, \$5.

"By letter press and drawings Mr. Stapleton sketches London's innumerable little lanes and courts—the old London which is gradually passing away. He describes many old and historic buildings and recalls their associations. There are sixty-seven full page drawings."—Book Review Digest.

THE Publishers' Weekly The American BOOK TRADE JOURNAL

Founded by F. Leypoldt
EDITORS

R. R. BOWKER F. G. MELCHER

February 13, 1926

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

An Over-used Word

IN an interesting article on "The Spirit of Service" in this week's issue, the writer makes a valid point on the question of what constitutes the service which a bookstore should offer. In the last few years, this one word has been so much over-worked that it has come almost to have a sentimental rather than a practical meaning. Every good retailer is performing a service demanded by the public, and the completeness with which he serves them or measures the type of service they desire and are willing to pay for is, to some extent, contributing to his success as a merchant. Oftentimes service is interpreted to mean simply trimmings-things added over and above what would be the ordinary measure of good storekeeping. All such trimmings have to be charged against the general expense of the business and may mitigate against the operation of the store within the competitive margin of expense. It is doubtful whether the public wants service of such an exceptional extent that the cost of doing business is too greatly increased.

Undoubtedly bookstores must offer a type of service not required in other fields, especially the service of tracing the exact book wanted and finding the place from which to order it and completing the order promptly. This is not a very profitable part of the bookseller's business, as the cost of research, of mailing a separate order, of

checking it is a heavy charge against the gross margin provided; at the same time, all booksellers need to offer this service, and authors, publishers and the public alike would not wish to see it curtailed. In other directions, especially delivery, it is very easy to overdo the matter of special conveniences offered, and the discussion raised in this article is deserving of careful consideration.

The Dramatists' Closed Shop

THE movement on the part of the Fox Film Company to control the motion picture rights of Broadway performances by subsidizing the performances themselves seems to have been checked by the energetic action of the dramatists, who immediately organized the American Dramatists' Association and have gone so far as to make a "closed shop" of the dramatic writers of the country. The American Dramatists' Association has practically the same membership as the Dramatic Guild of the Authors' League of America but is separately organized and includes some members who are not members of the Authors' League. They are discussing joining the American Federation of Labor, to which the Author's League does not belong.

A contract has been drawn up, and a number of producers have already signed it, the first of whom was Horace B. Liveright. The document provides not only that the authors receive 50% of the money obtained for movie and foreign rights, but also the right to obtain bids for such rights. It was the elimination of competitive bidding for these rights that was one of the serious threats of the film company's program.

The manager has to agree to make no contract concerning a play or dramatico-musical composition for the United States and Canada without the consent of the Council of the Guild with any playright, author, writer or composer who is not a member in good standing of the Guild. The manager is entitled to know the names of all the members of the Guild in good standing. The Guild agrees that no member thereof shall have the right to make any contract concerning any play or dramatico-musical

composition for the United States and Canada without the consent of the Council of the Guild with any manager who shall not sign this basic agreement or who, by reason of failure to observe same, shall not be in good standing with the Guild. The managers who sign this basic agreement shall be in good standing with the Guild. Their names shall be filed with the secretary and the members shall receive notice thereof. Members shall further receive notice if and when any such managers shall cease to be in good standing.

Membership is open to any dramatist paying \$25 annually for regular membership and \$5 annually for associate membership. Foreign authors and composers may belong without payment of dues.

The author is not permitted by the agreement to waive any part of the minimum terms in consideration for a greater interest under the provision of another section. The manager must account for royalties within ten days after every Saturday night performance, and, failing, he must pay an additional 10% of the royalties due for an extension of ten days.

The manager must agree to produce and present plays without altering any part unless the author agrees. Should changes be made, they will be the property of the author without payment to anyone suggesting them unless the author agrees. The cast and production are to be approved by the author. The production must be made within six months from the date of contract, in a first-class theater; otherwise, the play reverts to the author, unless the manager advances royalty equal to the first advance royalty to cover another six months.

Religious Book Number

of the

Publishers' Weekly

Next Week

February 20.

The Chamber of Commerce on the Kelly Bill

THE referendum vote of the United States Chamber of Commerce on the proposed legislation for standardized prices was conditioned by the fact that a two-thirds majority was called for before commitment. The majority of the constituent members of the organization are in favor of price maintenance, but not two-thirds. A number of organizations did not vote.

One of the questions asked was, "If there is to be such legislation, should it take the form of permitting contracts for the maintenance of resale prices on identified merchandise sold under competitive conditions under a distinguishing name, trade-mark or brand?" 1,116 were in favor; 576 opposed; 13 more in favor would have provided two-thirds of the constituent members of the Chamber. This was the question that most directly described the type of legislation intended by the Kelly Bill. By a vote of 5 to 1 they opposed putting the control of such conditions under a law of unfair competition. The Merchants' Association, one of the constituent members, favored the legislation and held a large meeting on January 28th, where the matter was discussed. The leading negative in this discussion was maintained by the National Retail Dry Goods Associa-

Census of Book Manufacture

THE forms for the third biennial census of manufactures are now in the hands of publishers, as described in Publishers' Weekly of December the The Census Bureau is authorized to collect the statistics of productive activity, and the publishers cannot be too strongly urged to make reports that are accurate and complete, in order that the statistics may be of real importance not only as a summary of 1925 but also as the beginning of a series of really accurate data that can be compared every two years. The National Association of Book Publishers has been asking all members to take special pains with this, with the hope of getting worth-while statistics of the industry.

English Booktrade News

From Our London Correspondent

Some Best Sellers

FICTION

B ANZAI." By John Paris.
"Cobbler's Wax." By F. W.
Thomas.

"The Power and the Glory." By Sir Gilbert Parker.

"Masterson." By Gilbert Frankau.
"Jericho Sands." By Mary Borden.

"Simonetta Perkins." By L. P. Hartley.

NON-FICTION

"The Pilgrim of Eternity." By John Drinkwater.

"A Chinese Mirror." By Florence Ayscough.

Page Letters. Vol. 3.

"The London Perambulator." By James Muirhead Bone.

"I Like to Remember." W. Pett Ridge. "Twenty-Five Years." Lord Grey.

National Book Council

The National Book Council has arranged for a series of five lectures, and a program of literary debates and talks over the wireless. The lectures are as follows: Compton MacKenzie on "Reading"; C. R. Sanderson, on "The Public Libraries and Reading"; Philip Guedalla, on "Reading History"; St. John Ervine, on "The Reading of Plays"; Michael Sadleir, on "Reading Back": while the wireless talks and debates, so far fixed up are: Gilbert Frankau: "A Novelist's Feelings on Publication Day"; F. W. Thomas: "Humor"; Mrs. Belloc Lowndes: "Read Anything!"; Mrs. Baillie Reynolds and Ralph Strauss: Debate on "Are Women Novelists Less Successful with their Male Characters than Men Novelists with their Women?"; Rose Macaulay and Ernest Raymond: Debate on "Must the Novel Lose its Vogue?" There are many and varied plans in prospect. The National Book Council is fortunate in having such an energetic and enthusiastic organizing secretary in Maurice A. Marston, who was, at one time a director of Parsons.

The House of Longmans

The famous publishers, Messrs. Longmans, Green & Co., have become a privately limited company. The nominal capital is £245,025. The following are the directors: C. J. Longman, G. H. Longman, H. H. Longman, W. Longman, R. G. Longman, and J. W. Allen.

A Big New Part Publication

Hutchinson's are publishing "Marvels of the Universe" in about twenty-four parts. It is a popular work on the marvels of the heavens, the earth, plant life, animal life, the mighty deep, etc. There will be about 1000 illustrations, and the publishers are spending over £5000 in advertising it.

Comparative Figures

It will interest readers of the *Publishers'* Weekly to know that whereas a crown 8vo book costs in composition and electrotyping something like \$1.18 per page in U. S. A., London figures work out at composition 3/, moulds 1/, and electrotyping 2/ per page.

Trade

The holiday season in bookselling was, on the whole, fairly good. It would have been a very good season, indeed, if it had not been for the existing difficulties. As before said, once the way is straight and plain, and the full effect of the excellent National Book Council is felt, there is every prospect of the booktrade reaping the rewards to which it is entitled.

The Argonaut Press

This is a new press that has been formed for the purpose of reissuing travel books of outstanding merit. The works issued by the Press will not be restricted to any particular part of the world, but will be selected irrespective both of locality and nationality. The production of these books will be under the supervision of Halton and Truscott Smith.

OUR OWN CLASSIFIED ADVERTISING

Wanted: Co-operation

Large organization of booksellers (800 strong) is desirous of enlisting the aid of other members of the profession in building up the retail booktrade. For further particulars address: E. M.. room 344, Metropolitan Tower, New York City.

ARE YOU THE PERSON WE WANT?

Are you an up-to-date aggressive book. man? Do you realize the value of cooperation? Do you want More and Bet-

ter Bookselling?

If you meet with these requirements you will find that opportunity is knocking at your door. This organization was formed to devise ways and means of increasing booksales and, at the same time, arranging to relieve the bookshop of various annoying and unnecessary details, reducing, where possible, the cost of doing business.

Here is a chance for YOU, as a bookseller to receive the benefit of the combined thought and effort of the biggest, best and most respected bookmen and women of the country. Don't hesitate, sign on the dotted line, NOW.

American Booksellers Association, Metropolitan Tower, New York City Enclosed please find \$10 for my first year's membership in your Association.

BOARD OF TRADE OF LARGE ORGANIZATION WANTS IDEAS!

Men and women interested in bookselling: If you are interested in increasing your sales; if you believe certain reforms are necessary; if you have anything to say—write us at once. The Board of Trade has held its first meeting of 1926 to prepare plans for the year and the forthcoming convention. Another meeting will be held soon. What do you want done? Address communication to Board of Trade, c/o American Booksellers Association, 1 Madison Avenue, New York City.

FIFTEEN MINUTES A DAY

devoted to a careful consideration of your problems will enable you to draw additional dividends at the end of twelve months. During this time you can write us and read our letters, Bulletins and P. W. page. Try it.

ARRANGE TO SPEND FOUR DAYS AT ST. LOUIS-

May 10, 11, 12, 13, 1926. This is not a real estate promotion. No attempt will be made to sell the City Hall or public library

BUT

The American Booksellers' Association holds a convention on those four days. You will find men and women from all parts of the country, intelligent, serious business people, who will gather to discuss trade problems and try to find methods of helping one another and themselves.

A good business program. A fine social program. Combine business and pleasure. Come to St. Louis-May 10, 11, 12, 13.

FOR SALE:

Decalcomanie window signs and electrotypes of the A. B. A. emblem-signs, fifteen cents each: electros, fifty cents each. Booksellers are proud of their membership and are calling it to the attention of the public. Help make the Association mean something. Belonging to it gives prestige to your shop. Place the emblem on your windows and stationery. Orders may be sent to Executive Secretary, American Booksellers Association, New York City.

CUSTOMERS

Service Station in fine condition wants more customers. Executive office of national association catering to eight hundred members in many different ways is willing to give help on any phase of bookshop problems. Has as advisory board men and women who today operate successful shops. The following booksellers have recently accepted this offer and are now members:

ROSE C. MITCHELL, Hollywood,

MERCY BOYD, Waterbury, Conn. JEAN GRAY LONG, New York City.

G. E. PALMER CO., Saginaw, Mich. Write at once and join these people in taking advantage of our offer. The fee is only ten dollars a year. Address: Membership Committee, Room 344, Metropolitan Life Insurance Building, New York City.

In the Book Market

REDERICK A. Stokes Company has announced that it will pay \$50 for the best title for a new novel, "a comedy of love and adventure on a motor journey thru Europe by a party of young Americans." The story temporarily titled "Honk! A Motor Romance" is by Doris Halman. Advance paper-bound copies will be sent to booksellers gratis by the publisher on application to the Stokes office. . . ¶ . Perhaps slowly, certainly surely, Milt Gross has attracted the attention of enough readers to his New York Jewish dialect articles in every Sunday's edition of the New York World to have what is known as a following. It is those in this class who will welcome between book covers Mrs. Feitlebaum and the "dollink baby" who has "et up" everything from "hepple fritters" to "grinpizzoop." Doran

will be the publisher.

. . ¶ . Alfred Noyes, at one time professor of modern English literature on the Murray Foundation at Princeton University, is offering a prize of \$100 for the best poem written during 1926 by a Princeton undergraduate. . ¶ . There are two books which should have their sales renewed in the interest which their dramatizations will arouse. The first is "The Great Gatsby" Scott Fitzgerald's story of Great Neck, Long Island which Scribner brought out last summer, and which Owen Davis dramatized for the New York production which opened in January. The second is Joseph Conrad's "The Rover" (Doubleday, Page) which is being dramatized by Kane Campbell who made the dramatic version of "The Enchanted April" by "Elizabeth" (Doubleday Page). . ¶ . The New York Public Library is at present holding an exhibition of original drawings by Elizabeth Mackinstry for her book "Puck in Pasture" (Doubleday Page). . Two days after this issue comes out the Cokesbury Press will publish John Trotwood Moore's "Hearts of Hickory," an historical romance featuring Andrew Jackson. For the best displays of one week's duration submitted before April

11th the publishers offer \$300 in cash and many book prizes. Frederic Melcher of the Publishers' Weekly and George F. Rittenhouse of The Baker and Taylor Co. will act as judges. For the best reviews of not over 200 words submitted by booksellers or their employees before March 31 the publishers will give over \$100 in cash and autographed copies of "Hearts of Hickory." . . ¶ . John Masefield has written a story of thrills and adventure which it is claimed surpasses his "Sard Harker." Its title "Odtaa" is certainly unusual for in it the discerning will recognize the first letters of the words "One damn thing after another." Macmillan is the publisher. 1. Harcourt, Brace publishers of Carl Sandburg's "Abraham Lincoln: The Prairie Years" have printed a 36-page booklet which should be of interest to all readers and certainly to all booksellers. Excerpts from the text of the book, reproductions of some of the illustrations and an unpublished Lincoln story, not to be included in the book give this pamphlet its value. . ¶ . With varied emotions the "reading public" will welcome a new book by Nathalia Crane on April 12. This time it is a novel, "The Sunken Garden." We hope, and certainly Thomas Seltzer, her publisher, is with us, that no one needs to be reminded that Nathalia is the young author of the two books of verse, "The Janitor's Boy" and "Lava Lane." . ¶ . Devotees of Amy Lowell have read in magazines the various appreciations of her since her death last May, but in March they will have a book devoted to her, published by Putnam. It is titled merely "Amy Lowell" but what title could say more? The author is Clement Wood who will be remembered for his "Poets of America" (Dutton).

of great value to New York booksellers is the "Club Members of New York" just issued by J. F. Kane at 51 East 42nd st. It lists, with home addresses, the members of 56 leading clubs, a total of 44,000 men

and women.

January Best Sellers

THE fiction leaders on the list appearing in the March issue of Books of the Month are "The Perennial Bachelor" and "Wild Geese," two prize novels that also topped the list the preceding month. "Thunder on the Left," Christopher Morley's new novel, and "The Vanishing American," by Zane Grey, have both made distinct sales advances, the former jumping from fifth to third place, and the latter from ninth to fourth place. At sinth place is a new title, "The Private Life of Helen of Troy," an unusual story by John Erskine, which is proving very popular. At ninth place another new novel of the month appears. Anita Loos, well known to movie fans, has written the sprightly chronicle of a beautiful and dumb golddigger in "Gentlemen Prefer Blondes." Last is "Beau Geste," still among the ten best sellers, altho the author's new novel is imminent.

"The Man Nobody Knows," which has been on the non-fiction list for more than six months, has now attained first place for the first time. Since last month, its sales have skipped those of two other topnotchers, Walter H. Page's Life and Letters and the memoirs of Lord Grey. "When We Were Very Young" is again at fourth place. Three hardy perennials among best sellers appear next, the "Boston Cooking School Book," "Diet and Health" and Edgar Guest's poems. Thomas R. Marshall's "Recollections" have slid from fifth to eighth. "Anatole France" makes its reappearance in the best seller list at ninth place. At tenth is "Adventures in Understanding," which stood eighth, last month.

FICTION

Parrish. "The Perennial Bachelor." Har-

Ostenso. "Wild Geese." Dodd, Mead. Morley. "Thunder on the Left." Double-

Grey. "The Vanishing American." Har-

Hutchinson. "One Increasing Purpose." Little, Brown.

Stratton-Porter. "The Keeper of the Bees."

Doubleday.

Erskine. "The Private Life of Helen of Troy." Bobbs-Merrill.

Cather. "The Professor's House." Knopf. Loos. "Gentlemen Prefer Blondes." Boni & Liveright.

Wren. "Beau Geste." Stokes.

NON-FICTION

Barton. "The Man Nobody Knows." Bobbs-Merrill.

Hendrick. "The Life and Letters of Walter H. Page." Doubleday.

Grey. "Twenty-five Years." Stokes.
Milne. "When We Were Very Young."
Dutton.

Farmer. "Boston Cooking School Cook Book." Little, Brown.

Peters. "Diet and Health." Reilly.

Guest. "Poems." Reilly.

Marshall. "Recollections." Bobbs-Mer-

Brousson. "Anatole France Himself."

Lippincott.

Grayson. "Adventures in Understanding." Doubleday.

Buy a Book a Month

A PLAN of book promotion on an entirely new basis has been outlined and is about to be put in operation by Robert K. Haas, Inc., publisher of the Little Leather Library. In a large mailorder campaign, the firm is to solicit subscriptions to an A-Book-A-month program, the plan of which is as follows:

The subscriber agrees to accept and pay for one book a month for twelve months, this book to be not over \$3 in price, and postage will be extra. This book a month which is to be mailed to subscribers is to be selected by an unusual committee of critics and authors, and those that have accepted this responsibility are Henry Seidel Canby, chairman, William Allen White, Dorothy Canfield, Christopher Morley, Heywood Broun. The mechanics for collecting opinions have been worked out, and very likely the judges will work from advance material, in order that the book may be of a very recent date and not, therefore, duplicate something that the subscriber has already purchased. With the book will go a note about it and a description of some other books that have pleased the committee, which are not offered for sale but can be purchased thru regular channels.

The Haas Company believes that it will

need and can obtain 5,000 to 10,000 subscribers to this to start, and is offering to those who subscribe for the first year a special premium in the form of 3 free books after the payment for 12 is over, that is, the subscriber would get a thirfourteenth and fifteenth book teenth, gratis. One of the inducements to the subscriber is that he will get a book selected by a body of well-known critics, and that, whatever else the person is reading, such a book will be an acceptable addition to his library. On account of the wide campaigning given to the Little Leather Library, the Haas Company has a large mailing list to use in building up the business.

The Publishers' Viewpoint

ALWAYS illuminating in the discussion of booktrade matters is the correspondence from "The Londoner" which appears monthly in the Bookman. "The Londoner" is both author and publisher, and withal, a candid journalist in discussing trade problems.

In the February number, he takes up some of the problems facing the English booktrade—the question of the trade strike, not yet settled, and the discussion this has brought about as to the general

health of the trade.

The plan of a clearing house is evidently getting wide discussion in England, and it is not unnatural that this type of cooperative trade service, which has become a necessity in every European bookusing country, should be considered in England where it might be of great service in saving the number of motions called for in thorogoing book distribution. It is the same discussion that has been raised here by the American Booksellers' Association.

"The Londoner" also discusses the question of "on sale" books which has been urged there but discarded this as probably being impractical in the English booktrade. He believes that the publishers, after they took all the risk, would not be willing to give the discount to "on sale" books that they give to outright sales and that the booksellers would be dissatisfied with the reduced rate. "No English publisher that I ever heard of," he said, "wants to in-

crease the booksellers' discounts or has any intention of increasing those discounts. When I first entered the publishing trade. discounts on net books were twopence in the shilling, and 21/2% for cash. Today the ordinary discount for net books (there are few others) is somewhere about 30%. Now there are not half a dozen real booksellers—and when I say booksellers—I mean booksellers-in the whole country. To those miserable people who merely stock books in the background of their libraries and stationery businesses I would allow the smallest possible discounts. Such people do not sell books. They prey upon them. They crab the whole trade. They make book buying almost an impossibility, because they will not stock any books which can self respectingly be bought. The only cure for the present bad system of bookselling seems to me the education of the public and the education of booksellers proceed concurrently). might (which Short of this education or the uprising in the bookselling trade of what is called 'a new spirit,' I regard the problem as insoluble."

The Educational Books for 1925

EALERS in books on education and those who have an outlet to the general public of books in this field will be helped in their promotion by the publication in the Journal of the National Education Association, February number, of a list of 60 educational books of 1925.

This list is prepared annually for the American Library Association by the

Youngstown Public Library.

"Many educators," says the introduction to the list, "seem surprised that 60 really important pedagogical books should appear in a single year, yet 143 seemingly appropriate publications of 1925 were carefully examined in the light of several hundred reviews supplemented by the views of numerous librarians and educators."

Each title is accompanied by a careful analytical note, and a portion of the list has been starred as being of special interest to the public, normal schools and superintendents of libraries where funds are limited.

A Valuable Reference Tool

A "UNION LIST of Periodicals in Libraries of Southern California" lists in a book of two hundred pages the titles of 3000 periodicals to be found in Southern California libraries, the volumes and dates being indicated. The printed matter is contained in the left hand column while the right hand margin is left blank for insertions and corrections. The magazines cover a wide range of subjects, not only history, art and literature but public utilities, law, medicine, and astronomy etc. Copies of the list may be purchased at \$2.50 from Mildred E. Schaer, 740 South Olive Street, Los Angeles.

Retailer is Consumer's Agent

TODAY in New York one of the great department stores of the country, Lord & Taylor, is celebrating its hundredth birthday. The president of the business, Samuel W. Reyburn, has made on this occasion some pertinent comments on the revolution in retailing:

"The retailer," he said, "used to be the agent of the producer. Today he is, and for economic survival must be, the agent of the consumer. Where the merchant once sought to sell what the manufacturer produced, he now tries to buy what the consumer wants.

"One hundred years ago, the retailer, acting for the producer, largely catered to the three elementary needs of the race—food, clothing and shelter. Today the retailer's client is well educated and cultured. Reading has enlarged his or her knowledge. With increased knowledge, desires have wider range. The customer approaches the merchant with new needs begotten of tastes discriminated thru education. The merchant, to retain his hold on his market, has to satisfy these tastes.

"The human race now wants convenience and craves the beautiful. The modern consumer has mastered the first principle of true culture, open-mindedness, which means desire for knowledge. He is harder to serve, but this difficulty makes the work of serving her more interesting and is developing in the retailer a broader mind, a more scientific attitude toward his problem and greater respect for his calling.

Part of the Bookseller in Publisher's Ad Campaign

PRINTERS' INK finds a place among its accounts of more elaborate campaigns to sell Ivory Soap and motor cars to describe the advertising of George H. Doran. The following paragraphs which outline the importance of the bookseller in the campaign are particularly interesting:

"Let me reemphasize the fact that the company considers the bookseller the key to the situation. Few retailers stand in quite the same relation to the customer as does the bookseller. He is an adviser as well as a salesman. Numerous customers come to his store with no real idea of the books they want to buy. They request a 'good detective yarn,' 'an unusual biography,' 'something good in modern essays' or perhaps 'a good book of poetry.' It is the bookseller who tries to fathom their desires and give them the kind of reading they want, and he is the man who sells more than 98 per cent of Doran production.

"Therefore in any consideration of publishers' advertising the bookseller comes first. All consumer advertising is indirectly advertising to the bookseller. Dealer helps, such as display and direct-mail literature, have their strong effect on the dealer. It is the dealer who most of all must be impressed with the imprint of Doran.

"It is impossible in the brief space of a few pages to discuss all the ramifications of even one publisher's advertising and selling plans. It is possible, however, to high-spot these plans and to show what the publisher is driving at.

"As I pointed out before, Doran has no foolish dream that consumers will flock to bookstores and demand Doran books just because they are Doran books, but the company does feel, as it expressed itself in regard to its imprint, that it can build enough confidence in the imprint to influence the buyer in favor of the books published by Doran. Most of all, however, it wins the support of the dealer who is the most important link in the entire chain. Once the dealer is firmly behind the Doran imprint a big step has been taken toward advertising success."

A Real "Parnassus on Wheels" Revealed in Old Pennsylvania Diary

THOSE who have imagined that the complaint of the high price of books or that Christopher Morley's Roger Mifflin in "Parnassus on Wheels" are of our own day can find their originals in a diary which has been recently discovered by Mr. James Shields of Philadelphia.

This is a bound typed manuscript volume of 600 pages (verso blank), entitled "Potts Family Miscellanea—Genealogical Data" (Canonsburg, Pa., 1907), by Thomas Maxwell Potts and deposited by him in the Library of the Pennsylvania Historical Society, carrying out a promise made some years before in Preface to his "Historical Collections Relating to the Potts

Family, etc."

It is Jonathan Potts, chronicled in the Miscellanea, a traveling bookseller, to whom the discovered diary belonged. After following him thru his spelling matches and visits to the museum at Georgetown where he saw and described minutely the uniforms on the wax figures of Jackson, Decatur, Commodore Perry and others, we read: "25th Nov. 1820." I hauled my chest and books to Briceland. This is the first hint of his engaging in bookselling. In 1821-23 he rode the mails, as well as mined and Primarily a traveling bookseller cobbled. he carried also general merchandise. On July 20, 1826, he mentions the terms of a contract with J. & B. Turnbull, of Marietta, O., "to share one-third of the clear profits of the sales." He remained "nearly all week during the session of the County Court" at New Lisbon, and left August 19 "after receiving a great deal of insulting because of the alleged high prices of books.'

Potts, at Canton, on the 30th, lowered the price of books "on account of the troublesome competition caused by the importation from the N. Y. auction sales. . . This is what ruins the sales of well-selected books at fair prices" (a frequent complaint in the diary).

On October 7th he "reloaded with school books, miscellaneous books, etc., to trade for rags and cash." On the 24th he started for Wooster at one a.m. "in order to reach there before another book-peddlar," whom he heard was a few miles in advance. He succeeded. At New Garden, Dec. 19th he was "prevented from going further on account of the liberality of a wedding party in their purchase of books."

"November 20th, 1829. This day completes my thirtieth year and is rising seventh since I first became a travelling bookseller." Twenty months later, July 11, 1831, he has "completed a satisfactory settlement" with the Turnbulls, and is "now quitting the book business" because of ill-health and to enter upon farm life. "Thus after a number of years of toil and hardship, in which I have been liberally rewarded for my industry, I am once more by the blessing of Heaven safely landed at home."

Aztec Literature Discovered

THREE volumes containing five hundred poems and songs of the Aztecs with more than three hundred illustrations, which are said to have been lost for centuries have been discovered.

One volume contains forty-seven metrical stories in Aztec, another contains 230 songs in Aztec under the title "Cantares Mexicanos" and a third contains more than two hundred songs and forms part of the great library of Aztec documents of Padre de Sahagun, Mexico's first and most noted historian, who collected the "History of New Spain" from Aztec nobles, princes, scholars, painters, and priests during the first half century following the conquest of Mexico by Cortez.

More than three hundred illustrations by native Aztec artists furnish realistic pictures of Aztec customs, dress, armor, gods, temples and famous personages who figured in the national life previous to the

conquest of Mexico.

Plenty of Time

The Author (who has been waiting to accompany his wife)—"Will you be very much longer, dear?"

She-"No, darling, I've only got to put

my hat and gloves on."

The Author—"Oh, all right, I'll just write another chapter."—Passing Show (London).

Obituary

PAUL HUNTER

I. PAUL HUNTER, widely known as a collector and dealer in old and rare books, died suddenly from heart failure at his home in Nashville, Tenn., on January 27th. Born in Nashville in 1869, he entered the business of his father, a Methodist clergyman who operated a bookstore under the name of "Hunter & Company" and afterward as "Hunter & Wellburn." When the senior Hunter retired from business, Paul started a second-hand bookshop of his own, and during his long career it received his ceaseless enthusiasm. His collection of Tennessee items is probably the greatest in America. His stock of more than 50,000 volumes is housed in fifteen rooms which his shop occupies. He is survived by his widow, two sons, one a student at Vanderbilt University, and a married daughter.

Booksellers' League Dinner

THE Booksellers' League Annual Ladies' Night Dinner and Dance will be held at the Hotel Brevoort, February 24.

Personal Notes

MENIE MURIEL SIMPSON, until recently at Stern Brothers in New York assumed the duties of book buyer at Frederick Loeser & Co., Inc., Brooklyn, on February 1. Miss Simpson is the President of the Women's National Book Association.

MICHAEL S. MILL, formerly with Barse and Hopkins is now connected with Cupples and Leon Co., New York City.

HARRY J. SALZBERG, formerly with Boni & Liveright, is now representing I. & M. Ottenheimer, publishers and book jobbers, of Baltimore, Md., in New York and vicinity, with office at 43 E. 46th Street, New York City.

Business Notes

BIRMINGHAM, ALA.—Mrs. Henry B. Gray, Altamont Flower Shop, Highland Ave., has opened the Junior League Library.

DES MOINES, IOWA.—L. Oransky & Sons have opened a new book department.

HUNTINGTON, IND.—South Side News Agency has opened a rental library.

LISBON, N. D.—Mrs. Albert E. Jones has added a small line of books to her Good Ship Ann Art & Gift Shop.

NEW YORK CITY.—Macy-Masius: Publishers, whose first volume, "The Conning Tower Book," made up of verse which has appeared in F. P. A.'s column in the New York World, and which came out on February 5th, are located at 250 Park Ave., New York.

NEW YORK CITY.—The address of Bernard G. Richards Co., Inc., was incorrectly given in the Annual Summary Number. It is 414 Madison Ave.

NEW YORK CITY.—The New York City office of all departments of Doubleday, Page & Co. is now located in the Murray Hill Bldg. at 285 Madison Ave.

NEW YORK CITY.—The Long established proprietary business of Edwin S. Gorham has been incorporated, and hereafter will be known as Edwin S. Gorham, Inc., with E. S. Gorham, Jr., as vice-president.

OKLAHOMA CITY, OKLA.—Venable's Book Store has been sold to the Oklahoma Book Company but will continue to operate under the present name.

PHILADELPHIA, PA.—The Jean Hoskins Book Shop, recently purchased by Barbara Roberts, located at corner Walnut Lane and Germantown Ave. is now called The Frigate Book Shop.

PHILADELPHIA, PA. — The Venture Book Shop, formerly at 201 S. Camac St., has been moved to 5521 Walnut St., West Philadelphia.

PORTLAND, ORE.—Bernice Shaw has opened the Venetian Gift Shop at 203 N. Jersey St.

SEATTLE, WASH.—Raymer's Old Bookstore has been established at 4207 University Way.

The Weekly Record of New Publications

HIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, ex-cept when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo.: 15 cm.); sq., obt., nar., designate square, oblong, narrow.

Adams, Herbert

The Sloane Square mystery. 255p. D'26 Y., Dial Press
By the author of "The Secret of Bogey House."

Allee, Warder Clyde, and Allee, Marjorie Hill Jungle island. 225p. il. map D [c. '25] Chic., Rand, McNally A book for children on the animals of the tropics.

Aminoff, Constance Léonie Caroline Borg-

Triumph. 401p. D (Torchlight ser. of Napoleonic romances, vI) ['26] N. Y., Dutton \$2

The story of the period in Napoleon's life when he ruled in Paris as First Consul.

Anderson, Sherwood

Poor white. 379p. S (Mode [c. '20] N. Y., Modern Library 379p. S (Modern lib., 115)

"Appian Way"

The riddle of the earth. 265p. (bibl. footnotes) il. maps O [n. d.] N. Y., Brentano's

A study of weather and the earth's surface as affected by such natural forces as volcanoes, earthquakes and outside forces such as comets and

Appleton, Victor, pseud.

Tom Swift and his airline express, or, From ocean to ocean by daylight. 218p. front. D (Tom Swift ser.) [c. '26] N. Y., Grosset

Arnold, Hugh

Stained glass of the Middle Ages in England and France; [new ed.]; il. by Lawrence B. Saint. 283p. il. (col.) O ['13, '25] [N. Y., Macmillan]

Arnold, John R.

Hides and skins. 630p. il. maps. diagrs. O (Raw-material markets) '25 c. Chic., A. W. flex. fab. \$6

The first volume in a new series dealing with the raw material markets of the world.

Auerbach, Felix

Modern magnetics; tr. by H. C. Booth. 313p. (11p. bibl.) il. diagrs. O [n. d.] N. Y., Dutton

Barclay, Wade Crawford

Organization and administration of the adult department. 179p. (bibl. footnotes) S (Specialization ser.) [c. '26] [N. Y., Methodist Bk. Concern] Intended for Sunday school teachers.

Barrett, Richmond Brooks

The enemy's gates. 351p. D c. N. Y., Live-

The story of the brilliant Morganthal family and the marriage of the son, George, with a Gentile.

Bethea, Jack

Bed rock. 363p. D (Popular copyrights) [c. '24] N. Y., Grosset 75 c.

Blakeman, Wilbert C.

Outlooks on God, or, A house of many windows. 155p. S [c. '26] N. Y., Abingdon \$1

Bodding, P. O.

Santal folk tales; Santal text with English translation. 385p. Q (Inst. for comparative research in human culture; ser. B, v. 2) '26 Cambridge, Mass., Harvard Univ. Press

pap. \$4

Barnett, P. A.

The little book of health and courtesy, for boys and girls; new ed. 24p. T '25 N. Y., Longmans рар. 20 с.

Bethea, Power W. A decade of school progress, 1914-1924. 82p. (bibl.) O (Bull. of Univ. of S. C., no. 167) '25 Columbia, S. C., Univ. of S. C.

Bohlen, Francis Hermann, ed. Cases on the law of torts; 2nd ed. 1158p. O '25 Indianapolis, Bobbs-Merrill apply

Boyd, Frank M.

The budding fig tree. 123p. il. maps D (Pulpit and pew, full gospel ser.) [c. '25] Springfield, Mo., Gospel Pub. House pap. apply

Bogigian, Hagap

In quest of the soul of civilization. 255p. il. D [c.'25] Wash., D. C., Home Betterment League, 928 Woodward Bldg. \$2

The autobiography of an Armenian immigrant, who worked his way up to a leading place in business circles in this country, as an importer and exporter.

Bonner, Geraldine [Hard Pan, pseud.]

The leading lady. 301p. D [c. '26] Ind., Bobbs-Merrill \$2

A mysterious murder takes place on an island off the Maine coast, where a company of actors are gathered after a charity performance.

Book of birds (The); birds of town and country, the warblers and American game birds [rev. ed.]. 215p. il. (pt. col.) maps O '25 c. Wash., D. C., Nat'l Geographic Society

Boyd, Charles Arthur

The singers of Judah's hills. 157p. il. D [c. 25] N. Y., Revell Story backgrounds for selected Psalms.

Bradley, Alice

Cooking for profit; catering and food service management; rev. ed. 375p. (bibls.) il. D 25, c. '21- '25 Chic., Amer. School of Home Economics

Brooks, Dosia Head

Our flag. 177p. il. (pt. col.) D c. N. Y., Harold Vinal The evolution and history of the American flag.

Buck, Howard Swazey

A study in Smollett, chiefly "Peregrine Pickle"; with a complete collation of the first and second editions. 228p. (bibl. footnotes) O 25 c. New Haven, Conn., Yale

Burton, Beatrice Payne

Footloose. 241p. D (Popular copyrights) [c. '26] N. Y., Grosset 75 c.

Cadoux, Arthur Temple, D.D.

The gospel that Jesus preached, and the gospel for to-day. 248p. D '25 N. Y., Macmillan

Cane, Melville

January garden. 79p. O [c. '26] N. Y., Harbds. \$2

Poems of the city and country.

Carmody, Sister Winifred Mary

The subjunctive in Tacitus. 195p. (3p. bibl.) D [c, '26] Chic., Univ. of Chic. Press

Carter, Herbert R.

Modern flax, hemp, and jute spinning and twisting; 2nd rev. ed. 255p. il. diagrs. O '25 N. Y., Van Nostrand

Cassel, Gustav, i.e. Carl Gustav

Fundamental thoughts in economics. 153p. (bibl. footnotes) D [n. d.] N. Y., Harcourt

The author is professor at the University of Stock-

Chapman, Edward Mortimer

A modernist and his creed. 401p. D c. Bost., Houghton \$2.50 The author believes religion will endure, but he discusses the terms on which it will endure.

Chatterton, Edward Keble

Whalers and whaling. 248p. il. maps O '26 Phil., Lippincott The story of whaling ships from the earliest days up to the present.

Chessor, James E.

Short Bible stories retold in simple language. 304p. il. (pt. col.) O '25 c. Nashville, Tenn., Gospel Advocate Co.

Chesterton, Gilbert Keith

William Cobbett. 254p. D c. N. Y., Dodd, Mead An intimate biography of an English publicist of the eighteenth century.

Clark, Austin H.

Animals of land and sea. 310p. il. O (Lib. of modern sciences) '25 N. Y., Van Nostrand

Clark, Ellery Harding

Carib gold. 321p. D [c. '26] Ind., Bobbs-An eighteenth century romance of buried treasure off the New Jersey coast and the island of Jamaica.

Collins, Dale

Ordeal; a novel. 298p. D (Popular copyrights) [c. '24] N. Y., Grosset 75 C.

Coston, Edward Percy

A graduated course in strength and elasticity of materials; 2 v. 276p.; 448p. diagrs. D (B'way engineering handb'ks, vs. 37, 38) '25 N. Y., Van Nostrand \$4.25 ea.

Coxon, Muriel Hine [Mrs. Sidney Coxon]

Youth wins. 323p. D (Popular copyrights) [c. '24] N. Y., Grosset

Carlyle, David Merritt

The rose-jar; poems of a new poet. 41p. D c. 25 New London, Conn., Author, 18 Amity St. pap, apply

What America means to me; as told to Frank A. Rexford. 129p. il. D [c. '25] N. Y., U. S. Patriotic Patriotic bds. apply

Clapp, Frank Leslie
The Clapp drill book in arithmetic; 4th-8th years, and teacher's manual. various p. D c. 26 N. Y., pap. apply pap. apply

Cooke, Wythe

Correlation of the basal cretaceous beds of the southeastern states. various p. (bibl. footnotes) Q (U. S. geological survey, professional pap. 140-F) '26 Wash., D. C., Gov't Pr. Off.; Sup't of Doc.

Dep't of the Interior, U. S. Geological Survey

Surface water supply of the U. S., 1923, pt. North Atlantic slope drainage basins. 300p. il. O (Water-supply pap., 561) '25 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 35 c. Craighead, Lura Harris [Mrs. Erwin Craighead

Lessons in parliamentary law; rev. and enl. 364p. D [c. '14, '25] Bost., Badger

Crumley, J. J.

Constructive forestry for the private owner. 340p. il. D c. N. Y., Macmillan

Curwood, James Oliver

The Alaskan; a novel of the north. 326p. il. D (Popular copyrights) [c. '22, '23] N. Y.,

Dane, Clemence, pseud. [Winifred Ashton]

Naboth's vineyard. 90p. D '26 c. '25 N. Y., \$1.50 Macmillan A play based upon the Biblical story of King Ahab and Jezebel, his queen, and her love for Jehu, the captain of the hosts.

Dies, Edward Jerome

The wheat pit. 63p. front. D'25 c. Chic., Argyle Press, 2306 Argyle St. bd.
Descriptive of the wheat market in Chicago. bds. \$1

Ditchfield, Peter Hampson

London's west end; il. by Joseph Pike. 315p. O ['25] Bost., Houghton \$5
Famous buildings, beautiful parks, favorite haunts of artists and literary men all delightfully described.

Dole, Nathan Haskell, and Dole, Harold S., eds.

The best humor of 1925. 364p. D '26 c. '25, '26 Bost., Stratford \$2.50 A collection of stories and anecdotes.

Douglas, Lord Alfred

The duke of Berwick. 112p. D'26 N. Y., bds. \$2 Knopf A book of nonsense rhymes.

Dowd, Albert A., and Curtis, Frank W.

Punches, dies and gages. 341p. il. O (Tool engineering) '25 N. Y., McGraw-Hill \$3.50

Jerry Todd and the purring egg. 221p. il. D (Jerry Todd ser.) [c. '25, '26] N. Y., Grosset

Emme, Earle Edward, and Stevick, Paul Raymond

An introduction to the principles of religious education. 285p. (bibls.) D c. N. Y., Macmillan

Faloon, Dalton B.

Zinc oxide; history, manufacture, and properties as a pigment. 155p. il. D'25 N. Y., Van Nostrand

Fernandis, Sarah Collins

Poems. 61p. D [c. '25] Bost., Badger bds. \$2

Fitzhugh, Percy Keese

Roy Blakeley's elastic hike. 224p. il. D (Roy Blakeley stories) [c. '26] N. Y., Gros-60 c.

Fosdick, Myrtilla C.

When Buffalo was young. 118p. il. maps D 26 Buffalo, N. Y., Otto Ulbrich Co., 386 Main St. Incidents of local history retold for young people.

Fourreau, Armand

Berthe Morisot; tr. by H. Wellington. various p. il. D (Masters of modern art) '25 N. Y., Dodd, Mead

Frankau, Gilbert

Gerald Cranston's lady. 433p. front. D (Popular copyrights) [c.'24] N. Y., Grosset

Frost, Timothy Prescott

Tragedy and triumph, or, Tares and the kingdom; a study in the sayings of Jesus. 258p. D [c.'26] N. Y., Abingdon \$1.75

Garner, Roma Caleb

The hand of God. 275p. il. D'25 c. Muncie, Ind., Author

Gehman, Henry E.

Practical health talks. 75p. D c. Bost., Stratford \$1

George, Walter Lionel

Gifts of Sheba. 350p. D c. N. Y., Putnam

The story of a young English typist who seeks freedom from a humdrum suburban existence thru marriage.

Giles, Ray

Breaking through competition. 184p. D c. N. Y., Appleton A book on merchandising policies and selling methods for the business man and manufacturer.

Griffith, Grace Kellogg

The house; a novel. 349p. D c. Phil., Penn Pub A story of courtship and married life in a group of very "average" Americans.

Guyer, Dr. S.

My journey down the Tigris; a raft-voyage through dead kingdoms; tr. by Joseph McCabe. 251p. il. O '25 N. Y., Adelphi Co.

An archaeologist gives an interesting account of his journey to Assyria.

Hanson, Adolph M., M.D.

Practical helps in the study and treatment of head injuries. 109p. il. diagrs. D [c. '25] Bost., Badger

Forney, Earl B. Test in map-reading abilities. no. p. maps (col.) Q c. '26 Bost., Ginn pap. 60 c. рар. 60 с.

Free Public Library of Jersey City
Benjamin Franklin, a brief outline of his life.
15p. (3p. bibl.) front. (por.) O '26 Jersey City, N. J., pap. apply

Gleason, Lafayette Blanchard A treatise on the law of inheritance taxation and the federal estate and gift taxes; 4th ed., rev. by Alexander Otis. 1532p. Q '25 Albany, N. Y., M. Bender

Greer, Carl Richard

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(pt. col.) O [c. '25] Hamilton, O., Beckett Paper Co.
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The French régime in Prince Edward Island. 276p. (bibl. footnotes) map D c. New Haven, Conn., Yale \$3 A study of an eighteenth century method of coloni-

zation, by the assistant professor of history in the University of Manitoba.

Heaton, Noël

Volatile solvents and thinners used in the paint and varnish industries. 158p. O (Oil and color chemistry monographs) '25 N. Van Nostrand

Heredity, Lectures on. 250p. il. D'25 Phil., Saunders \$2.50

Herzig, Irwin M.

The seekers [a novel]. 365p. D [c. '25] N. Y., Little & Ives

Hewitt, Arthur Wentworth

Steeples among the hills. 26op. D [c.'26] N. Y., Abingdon Press
Interpretation of the country pastor's work.

Hirst, Francis Wrigley

From Adam Smith to Philip Snowden; a history of free trade in Great Britain. 88p. D 25 N. Y., Adelphi Co. \$1.25

Hope, Laura Lee

The Blythe girls; Margy's secret mission, or, Exciting days at Shadymere. 216p. il. D (Blythe Girls bks.) [c.'26] N. Y., Grosset

The Bobbsey twins at Cloverbank. 246p. Y., il. D (Bobbsey twins bks.) [c.'26] N. Grosset 60 c.

Inchfawn, Fay

The adventures of a homely woman. 315p. D c. N. Y., Putnam \$2.50 Anecdotal essays by a woman to whom household trivialities are the big adventures of life.

Jackson, Charles Loring

The gold paint, and other strange stories. 275p. D c. Bost., Stratford \$2

Johnson, Samuel

The critical opinions of Samuel Johnson; ed. by Joseph Epes Brown. 637p. (bibl. footnotes) Oc. Princeton, N. J., Princeton Univ. \$7.50

A compilation and interpretation of Dr. Johnson's principles of criticism and his opinions of authors and works.

Joor, Harriet

A lover of the beautiful, and, The book of his youth. 35p. D [c. 25] Bost., Badger

bds. \$2 Two religious short stories, the first reprinted from The Craftsman Magazine, the second from Lippincott's Magazine.

Julian; and other poems lyrical and dramatic. 232p. D [c. '25] Bost., Badger

Kaye-Smith, Sheila [Mrs. Theodore Penrose

Starbrace. 321p. D ['26] N. Y., Dutton \$2 One of the author's early novels, now published for the first time in this country.

Kelly, Fred C.

You and your dog. 198p. il. D c. Garden City, N. Y., Doubleday A chatty volume for the dog owner about dogs in general and their very human characteristics.

Kingston, Charles

The bench and the dock. 290p. il. O ['25] Y., Brentano's \$3.50 The inside story of famous criminals and their

Kuprin, Alexandre Ivanovitch

Sulamith; a tale of antiquity; tr. from the Russian by B. Guilbert Guerney [new ed.]. 159p. nar. D '26 N. Y., Adelphi Co. bds. \$2

Kyle, Harry M.

The biology of fishes. 412p. (15p. bibl.) il. (pt. col.) maps. diagrs. O (Ser. of biological handb'ks) '26 N. Y., Macmillan

Langton, H. M.

Blacks and pitches. 179p. il. O (Oil and color chemistry monographs) '25 N. Y., Van Nostrand

Larrimer, Mary

Plays with a prologue. 114p. D [c. '25] Bost., Badger bds. \$2

La Voy, Kenneth R.

Problems and projects in industrial arts. 142p. diagrs. D [c.'24] Peoria, Ill., Manual Arts Press

Learsi, Rufus

Kasriel the watchman, and other stories. 311p. il. D'25 c. Phil., Jewish Pub'n Society of America bds. \$1.50

Hess, Frank L.

Platinum near Centennial, Wyoming. various p. (bibl. footnotes) maps O (U. S. geological survey, bull. 780-C) '26 Wash., D. C., Govt. Pr. Off.; Sup't

of Doc.

Pap. apply

Hoots, H. W.

Geology of a part of western Texas and southeastern New Mexico, with special reference to salt
and potash. various p. (bibl. footnotes) il. maps
diagrs. O (U. S. geological survey, bull. 780-B) '25

Wash., D. C., Govt. Pr. Off.; Sup't of Doc.

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Kroeber, A. L.

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Kyrk, Hazel, and Davis, Joseph Stancliffe

The American baking industry, 1849-1923, as shown in the census reports. 1179. diagrs. O (Food research inst. misc. pub'n, no. 2) '25 Stanford Univ., Cal., Stanford Univ. Press apply

Lenroot, Katharine Fredrica, and Lundberg, Emma

Juvenile courts at work; a study of the organiza-tion and methods of ten courts. 330p. il. O (Chil-dren's bur. pub'n no. 141) '25 Wash., D. C., Gov't Pr. Off.; Sup't of Doc.

Leslie, Shane, i.e. John Randolph Shane,

An anthology of Catholic poets. 386p. S 25 N. Y., Macmillan \$2.75

Lewis, Sir Thomas

Clinical disorders of the heart beat; a handbook for practitioners and students; 6th ed. 131p. O '26 Chic., Chic. Medical Bk. Co. \$3.50

Lilley, Ernest R.

The oil industry. 558p. il. O '25 N. Y., Van Nostrand

Mabbott, Thomas Ollive, and Pleadwell, Frank Lester

The life and works of Edward Coote Pinkney. 249p. (5p. bibl.) il. O c. N. Y., Macmil-

A memoir of a Navy poet, with complete text of is poems and literary prose, including material never before published.

McClure, Matthew Thompson

An introduction to the logic of reflexion. 497p. O '25 c. N. Y., Holt

MacDougall, Alice Foote

Coffee and waffles. 130p. D c. Garden City, N. Y., Doubleday bds. \$1.50 Menus and suggestions for the hostess who would be a success, by a New York woman whose attractive coffee shops merit their great popularity.

MacGowan, Alice, and Newberry, Perry The mystery woman. 303p. D (Popular copyrights) [c. '24] N. Y., Grosset 75 c.

MacGrath, Harold

The sporting spinster. 89p. nar. D '26 c. '25, '26 Garden City, N. Y., Doubleday \$1.25 It takes Aunt Emma to prove that Georgie is a normal child. A rollicking yarn in which there's a real lesson for nervous parents.

Maclennan, Kenneth

The cost of a new world. 190p. (bibl.) D '26 c. '25 N. Y., Missionary Educ. Movement

Analysis of some social and material forces at work in the world today.

McMullen, Charles B.

The logic of evolution. 195p. (bibl. footnotes) O [c. '25] Bost., Badger

Marafioti, Pasqual Mario, M.D.

The new vocal art. 271p. O '25 c. N. Y.,

The author, who has long been associated with the Metropolitan Opera House, calls for a new objective in the art of singing—expression of the meaning of songs, rather than the expression of beautiful sounds.

Marshall, Charles Jennings

Textbook of surgical pathology. 492p. il. O 25 c. N. Y., Appleton \$7.50

Massee, Jasper Cortenus, D.D.

Evangelistic sermons. 182p. D [c.'26] N. Y., Revell \$1.50

Masson, Irvine

Three centuries of chemistry; phases in the growth of a science. 191p. (bibl. footnotes) front. O '26 N. Y., Macmillan

Mather, Edwin J.

Basketball, how to coach the game. 110p. diagrs. O [c. '22, '25] N. Y., A. S. Barnes &

Mojonnier, Timothy, and Troy, Hugh Charles

Control of dairy products: treatise on the testing, analyzing, standardizing and the manufacture of dairy products; 2nd ed. 936p. il. O '26 c. '25 Milwaukee, C. N. Caspar \$12.50

Moore, John Trotwood

Hearts of hickory. 459p. front. (por.) D c. Nashville, Tenn., Cokesbury Press \$2 A story of Andrew Jackson and the War of 1812.

More. Hannah

The letters of Hannah More; ed. by R. Brimley Johnson. 312p. D '26 N. Y., Dial Hannah More was a friend of Dr. Johnson, David Garrick and Horace Walpole, and herself the author of an eighteenth century "best seller."

Morgan, Dr. Appleton, i.e. James Appleton

Mrs. Shakespeare's second marriage. 63p. O (Papers of the N. Y. Shakespeare Society, no. 14) '26 c. '25 N. Y., Shakespeare Society of New York, 1060 Amsterdam Ave.

Morrell, R. S., and Wood, H. R.

The chemistry of drying oils. 224p. O (Oil and color chemistry monographs) '25 N. Y., Van Nostrand \$4.50

Morse, Eleanor Whitney

Zephyrs and thistle down [verse]. 63p. il. D [c. '25] Bost., Badger

Mudge, Evlyn Leigh

The psychology of later adolescence. 1400. (bibls.) S (Specialization ser.) [c. '26] [N. Y., Methodist Bk. Concern] 60 c. A textbook in teacher training.

Louderback, George D.

Morphologic features of the basin range displacements in the Great Basin. 42p. (bibl. footnotes) il. diagrs. Q (Bull. of Dep't of geological sciences, v. 16, no. 1) '26 Berkeley, Cal., Univ. of Cal. Press

nch, Jerome Morley, M.D., and Felsen, Joseph, M.D.

Tambes of the colon and rectum; their pathology diagnosis and treatment. 274p. il. (pt. col.) Q '25 N. Y., P. B. Hoeber \$12 Marvin, Dwight Edwards

The chariot of God [verse]. 71p. S '25 c. Norwell, Mass., The Ross Bookmakers pap. apply pap. apply Melton, William D.

The English Bible. 23p. O (Bull. of Univ. of S. C., no. 171) '25 Columbia, S. C., Univ. of S. C. pap, apply

Moeller, Hugh C., and Tormey, Thomas J.

The first days at school. 82p. O [c. '26] Bost., рар. 60 с.

Moyer, F. E.

Self-testing review book of American history and government (with key). 79p. D [c. '25] N. Y., Self-Test Pub. Co., 603 W. 51st St. pap. apply

Muller, James Arthur

Stephen Gardiner and the Tudor reaction. 445p. (bibls.) front. (por.) O c. N. Y., Macmillan

The biography of a man who led the conservative forces in church and state during three reigns in sixteenth century England.

National Conference of Social Work

Proceedings at the fifty-second annual session held in Denver, Colorado, June 10-17, 1925. 740p. front. (por.) diagrs. O [c.'25] Chic., Univ. of Chic. Press \$3

Norcross, Frank H.

Christianity and divorce. 42p. T c. Bost., Stratford

Official automobile blue book, 1926; v. 2, middle Atlantic and southeastern states. 769p. maps (pt. col.) O c. Chic., Automobile Blue Bks., Inc., 523 Plymouth Ct. flex. fab. \$3

Ogden, George Washington

328p. D (Popular copy-The cow jerry. rights) [c. '24, '25] N. Y., Grosset 75 C.

O. Henry memorial award prize stories of 1925, chosen by the Society of Arts and Sciences; introd. by Blanche Colton Williams. 321p. D '26 c. '25, '26 Garden City, N. Y., Doubleday:

An annual volume of short stories-the first, "Mr. Bisbee's Princess" by Julian Street, having won the first prize awarded by the committee this year.

O'London, John, pseud. [Wilfred Whitten]

Unposted letters. 192p. front. D c. N. Y., Putnam Informal essays on life and literature.

Paz, Ireneo

Life and adventures of the celebrated bandit, Joaquin Murrieta, his exploits in the state of California; tr. by Frances P. Belle. 184p. O '25 c. Chic., Regan Pub. Corp.

Polo, Marco

The travels of Marco Polo, the Venetian;

rev. from Marsden's translation; ed. by Manuel Komroff. 401p. O [c.'26] N. Y., Liveright

A new edition of the travels of the first visitor to record the medieval civilization of the Orient. Pub-lished in uniform binding with "Tristram Shandy."

Priestley, John Boynton

Fools and philosophers; a gallery of comic figures from English literature. 311p. S '25 N. Y., Dodd, Mead

Recknagel, A. B., and others

Forest management; 2nd ed., rev. 328p. il. O '26 N. Y., Wiley

Reid, M. Francis

Doodle, a California boy. 301p. D c. N. Y., Dodd. Mead The story of a boy, his dog, and his gang, in San Francisco.

Roberts, Morley

Rachel Marr. 396p. O (Blue jade lib.) '26 N. Y., Knopf

Rohde, Eleanour Sinclair

The old-world pleasaunce; an anthology. 33op. (5p. bibl.) S (Fireside lib.) '25 N. Y., Dial Press Essays and passages on gardens and gardening, chiefly from old English.

Roy, Mrs. Lillian Elizabeth Girl Scouts in the Redwoods. 238p. il. D (Girl Scouts ser.) [c. '26] N. Y., Grosset 60 c.

Ruck, Berta [Mrs. George Oliver]

Kneel to the prettiest. 302p. D '26 c. '25 N. Y., Dodd, Mead The story of a young man, who, in order to insure his income, is forced to procure a flawlessly beautiful fiancé.

Scudder, Nellie Geneva

Wayside voices [verse]. 46p. D [c.'25] Bost., Badger

Shoemaker, J. S.

The ideal Christian home, with its sacred sphere and extensive mission. 176p. D '25 c. Scottdale, Pa., Mennonite Pub. House \$1.25

Norman, Clifton Gray
Bureau of Public Discussion, extension division; package libraries, plays, pageants, and recitations. 146p. O (Bull. of Univ. of S. C., bull. no. 166) '25 Columbia, S. C., Univ. of S. C. pap. apply

Ohio State Library
List of books for high school libraries; including
Handbook of school library practice. 150p. O '25
Columbus, O., Vernon M. Riegel apply

Orleans, J. S. Survey of educational facilities for crippled children in New York state. 26p. O (Univ. of State of N. Y., bull. no. 835) '25 Albany, N. Y., Univ. of State of N. Y.

Petersson-Berg, Anna
Text book of Swedish home sloyd, typical Swedish patterns of hole seam, fringe plaiting and knitting.
112p. il. O'25 Bost., Eastern Press, 30 Hanapply ting. 11 over St.

Picken, Mary Brooks

Tailored garments. 375p. il. O (Lib. of dressmaking, v. 4) '25 Scranton, Pa., Woman's Inst. of Domestic Arts and Sciences apply

Potter, Mrs. Marie Josephine Warren
The winged soul; a festival for the fiftieth anniversary of the founding of Wellesley College. 64p.

il. (col. front.) D '25 N. V., Bartlett Orr Press 461 8th Ave. appl

A study of Shakspere; a program for women's clubs. 61p. (bibl.) O (Univ. of N. C. extension bull., v. 5, no. 9) [c. '26] Chapel Hill, N. C., Univ. of N. C. Press

Powell, A. L., and Fuchs, Theodore, comps.
Stage lighting. 48p. (bibl.) il. diagrs. O (Bull. 1d. 146A) [n. d.] Harrison, N. J., Edison Lamp Works pap. apply

Record, Samuel James, and Garratt, George A.

Box woods. 81p. il. O (School of forestry bull.
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Sears, Julian D.
Geology and coal resources of the Gallup-Zuni
Basin, New Mexico. 58p. (bibl. footnotes) il. maps
diagrs. O (U. S. geological survey, bull. 767) '25
Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 50 c.

Smith, Florence Patteson

Facts about working women; a graphic presentation based on census statistics and studies of the Women's Bureau. 69p. diagrs. O (Women's bur. bull. no. 46) '25 Wash., D. C., Gov't Pr. Off.; Sup't of Doc.

Sidis, William James

The animate and the inanimate. 131p. D '25 c. Bost., Badger

Small, Sidney Herschel

Fourscore. 376p. D (Popular copyrights) [c.'24] N. Y., Grosset 75 c.

Smith, Harry Worcester
A sporting tour through Ireland, England, Wales and France; 2 v. 463p. il. map O '25 c. [Worcester, Mass., Author, Lordvale] \$15 Describing the author's trip to Ireland in 1912, when he took over his own pack of American hounds to hunt that country.

Snell, Roy Judson

Eskimo legends. 203p. il. (col. front.) D [c. '25] Bost., Little, Brown 80 c.
The school edition of "Told Beneath the Northern Lights," published last fall.

Sproxton, F.

Cellulose ester varnishes. 169p. O (Oil and color chemistry monographs) '25 N. Y., Van

Storey, Moorfield, and Lichauco, Marcial The conquest of the Philippines by the

United States, 1898-1925. 285p. (bibls.) O c. Y., Putnam Written by an American lawyer and the first Filipino graduate of Harvard University.

Sylvain, Abbé Charles

Life of the Reverend Father Hermann, in religion Augustin-Marie du T.-S. Sacrament, Discalced Carmelite; tr. by Mrs. F. Raymond-Barker. 292p. (bibl. footnotes) front. (por.) D
'25 N. Y., P. J. Kenedy \$2.75

Father Hermann was born a German Jew and had become a musician of note before embracing Catholi-

cism.

Thompson, Sylvia

The hounds of spring. 366p. D c. Bost., Little, Brown

England and Vienna during the last fifteen years serve as background for the story of a young girl who, having lost her fiancé in the war, marries indifferently without love—only to discover that the differently man she loves was not killed and that she faces a perplexing question.

Thompson, Vance

Mr. Guelpa [a novel]. 339p. D '25 c. Ind., Bobbs-Merrill

Thorington, J. Monroe

The glittering mountains of Canada. 332p. il. maps O '25 c. Phil., John W. Lea, 1520 N. Robinson St.

A record of exploration and pioneer ascents in the Canadian Rockies, 1914-1924.

Thorndyke, Helen Louise

Honey Bunch: her first auto tour. 184p. il. D (Honey Bunch bks.) [c. '26] N. Y., Gros-

Thurston, Mabel Nelson

The open gate to prayer; introd. by Helen B. Montgomery. 6op. D [c. '25] N. Y., Revell bds. 60 c.

A study of the Lord's prayer for Sunday school lessons.

Thwing, Charles Franklin

The college president. 355p. (bibl. foot-notes) D c. N. Y., Macmillan \$2.50 The author is President Emeritus of Western Re-serve University and Adelbert College. 355p. (bibl. foot-

Toye, Francis

The well-tempered musician: a musical point of view. 224p. D'26 N. Y., Knopf \$2.50 Transatlantic stories; selected from The Transatlantic Review with introd. by Ford Madox Ford. 290p. D c. N. Y., Dial Press

bds. \$2.50 Short stories by Nathan Asch, John Dos Passos, Dorothy Richardson, Donald Stewart, and other well known writers.

Trapier, Elizabeth Du Gue

El Greco. 198p. (10p. bibl.) il. (col. front.) S (Hispanic notes and monographs, peninsular ser.) '25 c. N. Y., Hispanic Society of America, B'way & 156th St.

Wallace, Lewis

Ben-Hur; a tale of the Christ [il. with scenes from the photoplay]. 491p. D (Popular copyrights) [c. '80-'22] N. Y., Grosset 75 c.

Webb, Walter Loring

Railroad construction; 8th ed. 849p. diagrs. S '26 N. Y., Wiley flex. cl. \$5

Wentworth, Patricia [Mrs. G. F. Dillon, Delta, pseud.]

The astonishing adventure of Jane Smith. 313p. D (Popular copyrights) [c. '23] N. Y.,

Wheeler, William Reginald, and others Modern missions in Chile and Brazil. 452p. (4p. bibl.) il. maps D c. Phil., Westminster Press

By a commission of the Presbyterian Foreign Mission Board, who visited South America in 1924-25 and attended the Protestant Congress on Christian Work in South America, held in Uruguay in April, 1925.

Special Libraries Ass'n of Southern California, comp. Union list of periodicals in libraries of southern California. 184p. O '25 c. Los Angeles, Cal., Mildred Schaer, c/o So. Cal. Telephone Co., 740 S. Olive St. pap. \$2.50

State property tax to aid in the support of an eight months' school term; debate handbook. 107p. (3) bibl.) O (Univ. of N. C. extension bull., v. 5, no. 6'25 Chapel Hill, N. C., Univ. of N. C. Press 107р. (3р. no. 6) рар. 50 с.

Steck, Rev. Charles F., comp.

The three hours on the cross; being a meditation for Good Friday. 23p. O c. Phil., United Lutheran Pub'n House

U. S. Women's Bureau Home environment and employment opportunities of women in coal-mine workers' families. 66p. O (Women's bur. bull. no. 45) '25 Wash., D. C., Gov't Pr. Off.; Sup't of Doc.

Voris, Ruth Irene

Standard and scheduled hours of work for women in industry; a study based on hour data from 13 states. 73p. map. diagrs. O (Women's bur. bull. no. 43) '25 Wash., D. C., Gov't Pr. Off.; Sup't of Doc.

Watkins, Isabel Co-operative marketing of cotton and tobacco. 136p. (10p. bibl.) O (Bull. of Univ. of S. C., no. 170) '25 Columbia, S. C., Univ. of S. C. pap. apply

Woodbury, Robert Morse
Causal factors in infant mortality; a statistical study based on investigations in eight cities. 256p. diagrs. O (Children's bur. pub'n no. 142) '25 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. apply

Wiley, John

The education of Peter; a novel of the younger generation. 313p. D (Popular copyrights) [c. '24] N. Y., Grosset 75 c.

Wilson, Margaret [Mrs. G. D. Turner, Elizabeth West, and Elderly Spinster, pseuds.] The able McLaughlins. 262p. D (Popular copyrights) [c. '23] N. Y., Grosset 75 c.

Winfield, Arthur M., pseud. [Edward Stratemeyer, Capt. Ralph Bonehill, pseud.]

The Rover boys winning a fortune, or,

Strenuous days ashore and afloat. 312p. il. D (Second Rover boys ser.) [c. '26] N. Y., Gros-

Worth, Marc

Walls of fire. 272p. D '25 c. N. Y., Cosmopolitan Pub. Co., 552 W. B'way
A novel of the conflicting worlds of Jew and Gentile, in New York.

Yates, Elizabeth Hall

Small plays for small casts. 156p. D c. Phil., Penn Pub. Seven plays for the little theater actor, differing widely in character and theme.

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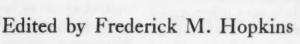
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Old and Rare Books





In the observance of the birthday anniversary of Charles Dickens, the Boston Fellowship had its annual dinner on Saturday, February 6. On Sunday, February 7, the actual date of Dickens's birth, there were observance ceremonies in the Public Library Hall.

TWO chests of official records of the Confederate Navy which were probably brought to Washington from Richmond in 1865, have been found by Navy Department officials, and it was said today that the documents would prove a valuable addition to the historical records. They also will assist the government in supplying information to Southern States which have granted pensions to the widows of the men who served in the Confederate forces.

THE Clarendon Press, Oxford, is preparing to bring out an edition of Jane Austen and is eager to secure copies of her autograph letters. R. W. Chapman writes that of 149 known letters he has seen the originals of only 104. Believing that many of the originals are in the hands of collectors in America, he begs the owners of any such letters to communicate with him in care of the Clarendon Press, Oxford, England.

AN extensive and instructive exhibition of the varied work of the late Walter Gilliss, founder of the Gilliss Press, was opened at the Grolier Club, January 29, and will remain open thru February. At the annual meeting of the Grolier Club on January 28 there were warm personal tributes to Mr. Gilliss as a man and artist by leading members of the club. At this meeting of the club D. B. Updike of the Merrymount Press, Boston, was elected an honorary member in recognition of his international reputation as a printer of fine books and also a very learned and interesting writer on typography.

A LARGE fragment of the Fasti—stone record of the Roman kings, consuls, censors and dictators from the founding of the city of Rome to 13 A.D.—discovered embedded in the corridor of the Palazza Origo, throws invaluable light on many doubtful points in early Roman history. The newly found section contains the record from 215 to 208 B.C., covering the Pyrrhic and the second Punic Wars. Despite the great monetary value of the find, the owners of the Palazza have given it to the city, and it will be displayed together with two other sections of the Fasti known to be extant.

THE announcement that the Melk copy of the Gutenberg Bible, consigned by Edward Goldston, rare book dealer of London, will be sold at the Anderson Galleries Monday evening, February 15, has The attracted world-wide attention. Gutenberg Bible is one of the rarest books in existence. It is four times as scarce as the First Folio of Shakespeare. forty-five copies are known, of which about half are imperfect. Only four other copies (and two single volumes) are still in private hands: one of these is imperfect, and two others are practically promised to public libraries. It is stated with authority that this and one other copy are the only perfect examples of the Gutenberg Bible that are likey to come on the market.

W. KING'S new book "Parson R. Primrose," with its long sub-title, "The Life, Work and Friendships of Henry Francis Cary, Friend of Charles Lamb and Translator of Dante (1772-1844)," has called attention anew to the great service this scholar rendered in calling attention to the author of "The Divine Comedy." It is hard for us to realize today that in Cary's youth, when he first fell under the spell of the great Florentine, Dante was little known and less admired. Horace Walpole called Dante "a Methodist parson in Bedlam," Voltaire ridiculed him, men like Wordsworth, Scott, Landor and Hazlitt never got over their prejudice against him, Thomas Gray alone of Cary's predecessors had tried to call the attention of his own circle to him, and Coleridge's famous lectures on Dante were anticipated by the work of the modest parson, Henry Cary. Cary's translation held the field without a serious rival for most of his life, but since his time at least twenty-three verse translations of the entire poem have been published.

PART II of the autograph collection of the late Colonel James H. Manning of Albany, N. Y., consisting of American, English and Continental autographs. literary and historical, including royalty and the World War, was sold at the Anderson Galleries February 1, 2 and 3, 750 lots bringing \$18,629.75. A few of the more important lots and the prices realized were the following: original manuscript of Edwin Arnold's "China and the Powers," 12 pp., 4to and folio, \$31; L. S. of Simon Bolivar, 2 pp., 4to, folio, April 2, 1814, warning that with the French now expelled from Spain, the latter country may turn to conquest in South America, \$27; A. L. S. of Robert Burns, 2 pp. 4to, Ellisland, August 29, 1790, \$540; A. L. S. of Lord Byron, 1 p. 8vo, Albaro, to Lady Blessington, \$430; A. L. S. of Samuel Coleridge, 3 pp., 4to, Grieta Hall, Keswick, September 17, 1800, \$180; A. L. S. of Charles Dickens, 2 pp., 8vo, November 24, 1857, \$150; manuscript stanza of 4 lines with two small sketches of Rudyard Kipling, 1 p., 8vo, n. p. and n. d., \$100; A. L. S. of Charles Lamb, I p. oblong 8vo, n. p. and n. d., \$140; A. L. in the third person of Jean Paul Marat, I p., 4to, n. p. August 22, 1779, to Benjamin Franklin, \$380; A. L. S. of Marie Antoinette, I p., small 4to, n. p. and n. d., \$305; manuscript book of notes of sermons, 290 pp. bound in calf, small 8vo, \$480; A. L. S. of Edgar Allan Poe, 1 p. 4to, Philadelphia, December 6, 1839, a pathetic letter written when Poe was handicapped by poverty, \$500; A. L. S. of Alexander Pope, 2 pp., 8vo, n. p. November 9, 1719, \$260; A. L. S. of Robert Louis Stevenson, I p., folio, at Sea near Sydney, Feb. 1890, to Frederick H. Evans, \$310; A. L. S. of Tennyson, I p. 12mo, June, 1857, with a four line autograph note by Thackeray, once owned by Bayard Taylor, \$700.

THOMAS F. MADIGAN, in his autograph bulletin, has this to say of the recent sale of the Button Gwinnett signature for \$22,500: "When the elusive signature of Button Gwinnett, Georgia Signer of the Declaration of Independence, was sold for \$14,000, at the famous Thomas Sale in November, 1924, there were those who declared that the limit for this autograph had been reached, that this record price would stand for many years. But now, little more than a year later, the record has been completely smashed and another Gwinnett autograph has reached the astonishing price of \$22,500. As Heywood Broun puts it, Gwinnett is now 'the world's most highly paid author, his works commanding \$11,250 a word.' A well known collector informed me a few weeks ago that he wished me to buy the Gwinnett autograph in the Manning Sale for him and inquired what bid I would suggest, and I told him that I doubted if it would bring over \$15,000, but that \$20,000 would surely get it. But it developed that my bid of \$22,000 obtained for me only the distinction of being the under-bidder. I wonder will this record price discourage new collectors of the Signers? I doubt it. The previous record of \$14,000 for a Gwinnett certainly did not have that effect. From my observation more new sets of Signers have been begun since the Thomas Sale than during five years previous. There appear to be twenty-six complete sets of autographs of the Signers (therefore that many Gwinnetts) extant. Several of these sets are in public institutions and therefore will never be available to collectors. There are probably three or four other Gwinnetts. including the Manning, in incomplete sets. Considering this limited supply and the very apparent and growing demand I do not think it at all unlikely that the sale of a Gwinnett autograph at \$50,000 will soon be recorded. In fact I predict this price will be reached in less than five years."

Auction Calendar

Wednesday afternoon, February 17th, at 2 o'clock. Sporting books from the estate of the late R. G. Bickford, Newport News, Va. (No. 389.) The Walpole Galleries, 12 West 48th St., New York City. Monday and Tuesday afternoons, February 22nd and 23rd, at 2:30. The art library. (Part 4 of the art collections of the late Viscount Leverhulme. Items 398.) The Anderson Galleries, 489 Park Ave., New York City.

Wednesday and Thursday evenings, February 24th and 25th, at 8:15. Currier and Ives lithographs in color, including the collection formed by W. E. Russell of Louisville, Ky. (Items 500.) The American Art Association, Inc., Madison Ave. and 56th St., New York City.

Catalogs Received

Americana, Ashendene Press publications, English history and literature, music, etc. (No. 397; Items 795.) Bernard Quaritch, Ltd., 11 Grafton St., London, W. 1, England.

Books relating to the Near East and Egypt. (No. 476; Items 883.) Francis Edwards, 83a, High St., Marylebone, London, W. 1, England.

Early biology and medicine. (No. 916; Items 229.)
James Tregaskis, 66, Great Russell St., London,
W. C. 1, England.

Fine, rare and interesting autograph letters, mss., documents, etc. (No. 9900; Items 169.) John Heise, 410 Onondaga Bank Bldg., Syracuse, N. Y.

First editions and rare books. (No. 2; Items 513.) Chelsea Book Shop, 365 West 15th St., New York City.

Graphische Kunst. (No. 559; Items 1009.) Karl W. Hiersemann, Konigstrasse 29, Leipzig, Germany.

Monumenta cartographica, reproductions of unique and rare maps, plans and views. Martinus Nijhoff, The Hague, Holland.

Xv th to Xx th Century books. (No. 17; Items 975.) C. Howes, 24 Norman Road, St. Leonards-on-Sea, England.

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Objectionable books are excluded as far as they are noted.

In answering, please state edition, condition and price, including postage or express charges. The atpearance of advertisements in this column, or elsewhere in the WEEKLY does not furnish a guarantee of credit. While it endeavors to safeguard its columns by withholding the privileges of advertising should occasion arise, booksellers should take usual precautions in extending credit.

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Adair Bk. Co., 1760 Champa St., Denver, Colo. Oliver Cummings Farrington, Gems and Gem Minerals. Metal Spinning. Life of Ingersoll. Willard Huntington Wright, Modern Painting, 1st.

Amer. Bapt. Pub. Soc., 1107 McGee, Kansas City, Mo. Gesenius, Hebrew and Chaldee Lexicon. Gesenius, Hebrew Tenses. Dagg on Theology.

American Tract Soc., 7 W. 45th St., New York The Preparation of the World for Christ, David R. Nelson and His Captains, W. H. Fitchell.

Argus Bk. Shop, 434 S. Wabash Ave., Chicago The Yellow Ticket, Frank Harris, 2 copies. Shakespeare and His Love, Harris. England or Germany, Harris.

A. S. Arneld, Metuchen, N. J. Books on Ancient Egypt, Hieroglyphs, Arts, etc.

Asso. Students Store, Univ. of Cal., Berkeley, Cal. Lamartine, Raphael, English ed., good trans.

Atlantic Monthly Bk. Shop, Boston, Mass. Chronicles of Chicora Work, Springle. Diary from Dixie, May Boyker Miller.

J. Baer & Co., Hochstrasse.6, Frankfurt a. M., Ger. Journal of American Folklore, vols. 1 to 33 incl. Codex Peresianus Redrawn & Restored, ed. Gates, Point Loma, 1909. Garrison, Life of J. Billings, 1915.

W. M. Bains, 1713 Chestnut St., Philadelphia Ploughman's Pictures.

G. A. Baker & Co., 247 Park Ave., New York Brown, W. H., Portrait Gallery of Distinguished American Citizens, Hartford, 1845.

W. Ballantyne & Sons, 1409 F St., Washington, D.C. Journal of Wm. Maclay, App.

Baptist Bk. Store, 1019 Main St., Dallas, Texas Jamieson, Fausett & Brown Commentary, 4 vols., and hand set.

N. J. Bartlett & Co., 37 Cornhill, Boston D. L. Moody by Prof. Luther L. Townsend of Bos-

ton Univ. Arber's Herbals. Dearmer, Percy, Everyman's History of Book of Common Prayer. Lutkin, Music in the Church. Merbecke, Communion Service. Douglas, St. Dunstan.

Dickinson, Music in the Western Church. Humphrey, Evolution of Church Music. Goodrich, Lectures on Ritual Music. Osgood, Am. Col. in the 17th Century.
Eggleston, Land System of the New Eng. Col.
Pownall, Administration of the Col.
Spencer, Constitutional Conflict in Provincial Mass.
Kitchin, Proteus.

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Morison, Life and Times of St. Bernard. Fitch, Mediterranean Moods. Promotion of the Admiral.

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The Book League, 47 W. 42nd St., New York Handbook of Climatology, Hann.

Book-Prices Current, 1912 to 1925, must be in good condition, state price.

Book Shelf, 15 Garfield Pl., Cincinnati, Ohio Potomac Landings, Willstach. Rugs in Their Native Land, Elizabeth Dunn (Mrs. T. H. Norton).

The Book Shop, Market Sq., Chester, Pa.

Love and Lore, Saltus.

Gardens of Aphrodite, Saltus, pub. 1920.

Parnassians Personally Encountered, Saltus, pub. Painted Veils, Huneker.

Bookshop, 212 W. 3rd St., Davenport, Ia.

Little Painters, Sculpters, Engravers, M. E. Cle-

Bookshop, 219 N. 2nd St., Harrisburg, Pa. Two Boys in the Tropics, E. H. Figyelmessy.

Book Shop, 216 Cherry St., Jamestown, N. Y. The King in Yellow, Robert W. Chambers.

Bookshop, 83 South St., Morristown, N. J. Roeder, Short Egyptian Grammar, trans. by Mereer, Yale Univ. Press. Chatterton, Seamen All.

Book Shop, 716 Church St., Nashville, Tenn. David G. Phillips, The Price She Paid. J. I. M, At Fame's Gateway.

Book Shop, 14 Martine Ave., White Plains, N. Y. This Is the End, Stella Benson, Macmillan, 1917. School Days of an Indian Girl, Gertrude Bonnin, School Zitkala-sa.

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Life & Letters Page, 1st ed., 2 vols.
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Life of Pythagoras, pub. 1912.
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Cameron Hall, Cruse, Phila., 1866.
Last Refuge, H. B. Fuller.
Marshall Genealogy, Cincinnati, 1885.
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Any printed proceedings of Congress 1847-1849 with reports of Lincoln's debates or speeches.

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